THE BIG B

BONANZA AIR LINES

SEPTEMBER 1958

THE BIG 'B'

Published monthly by
Bonanza Air Lines
PO Box 391, Las Vegas, Nevada
Dave Beattie, Editor

Editorially Speaking...

We hope you like the new size of the Big B. Handier, and we can print it in Bonanza's own shop. Current plans call for more items of local interest, and a wider distribution, making the Big B a salesman, too.

Hope also to be able to get around and meet more of our people, and more of our friends, all over the line. If you see an odd type, with camera and notebook, treat him kindly, it may be us.

Why do editors refer to themselves as 'we'? Are they mostly overweight? Or is it a coy attempt to avoid constant use of the capital 'I', which, with the ego most editors have could make their comments seem as though they were being read through a picket fence.

---Dave Beattie

COVER

SPLENDOR OF THE WEST!—All that is Las Vegas does not glitter. In addition to the glamour of the famed resort hotels and the lavish entertainment, Las Vegas boasts of desert scenery and romantic trails that appeal to outdoorsmen. This scene is near Twin Lakes Lodge, one of several dude ranches where horses are available to visitors.

BULLETIN

BONANZA RECOMMENDED FOR GLEN CANYON DAM SERVICE

Washington, D. C.- August 22- CAB Examiner Wm. J. Madden today announced that he had reached a decision recommending Bonanza Air Lines serve the Glen Canyon Dam project at Page, Arizona.

In the announcement of the examiner's findings and conclusions, Examiner Madden stated that public convenience and necessity require Bonanza Air Lines to serve Flagstaff, Page (Glen Canyon Dam), Arizona; and Kanab, Utah, as intermediate points on its Phoenix-Salt Lake City segement for a period of five years.

In the same announcement, Examiner Madden found that Moab, Utah, should be placed as an intermediate point on Frontier Airlines' run between Grand Junction and Cortez.

Ed Converse, President of Bonanza Air Lines, stated that he was extremely pleased with the examiner's conclusions and stated: "Bonanza Air Lines has been interested in the Glen Canyon Dam area since the start of construction of the dam. Bonanza was the first airline to apply for this service, and attempted to have the point certificated over a year ago, in the Service to Phoenix Case." Converse went on to say," The vital conservation and defense project of the Glen Canyon Dam will no longer suffer from isolation and Bonanza's service will greatly aid its construction.

Bonanza will be restricted from originating or terminating passengers from Flagstaff to Prescott and Phoenix, since Frontier already provides service. Interline passengers for points beyond these cities may be carried by Bonanza, however.

Paul A. Beach

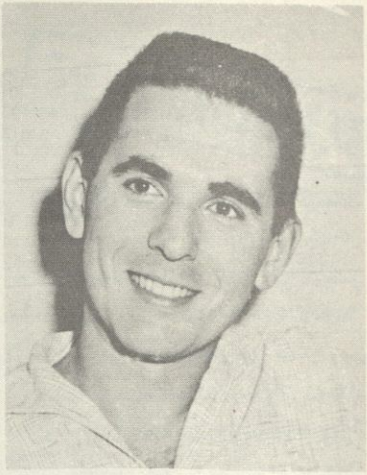
BONANZA NAMES SYSTEM CHIEF PILOT

Vice President of Operations, Myron W. Reynolds, has appointed Paul A. Beach System Chief Pilot for Bonanza Air Lines.

Mr. Beach formerly held the position of a division supervising pilot for four years. In his new position, Mr. Beach will be director of the 71 active pilots now flying for Bonanza, plus assuming the added responsibilities of training and coordination of Civil Aeronautics Authority policies for the company.

Prior to joining Bonanza Air Lines six years ago, Mr. Beach flew as a captain for another scheduled airline and served with the Air Transport Command in China, Burma, and India during World War II. Mr. Beach was one of the group of technical personnel of Bonanza Air Lines who analyzed various aircraft throughout the world prior to Bonanza's selection of the F-27 "Silver Dart" propjet, which Bonanza Air Lines has purchased to replace its DC-3 fleet. Mr. Beach will coordinate all pilot and technical training on this project.

Beach, a native of Missouri, and his wife, Kay, make their home in Las Vegas and are the parents of two children.



Dave Beattie.

NEW EDITOR FOR BIG 'B'

Dave Beattie, formerly of St. Louis, has been named Director of Printing and Publications, as announced recently by Earl E. Hall, Superintendent of Purchasing and Stores. Dave will supervise the Printing Department, edit the Big B, and act as company photographer. He was formerly with Ozark Air Lines in St. Louis in the capacity of Printing Manager, Chief Photographer, and editor of their company publication.

The position of Director of Printing and Publications is a new one, necessitated by the rapid growth of Bonanza, and by the expected growth in printing and advertising production in connection with the new F-27 Silver Dart aircraft.

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More Gains Ahead . . .

Bonanza Hits New High

Bonanza Air Lines reported new traffic gains for the second quarter of 1958.

Ed Converse, President of Bonanza Air Lines, said: "Although Bonanza Air Lines and other airlines in the United States have experienced a soft or slowing trend in business during the second quarter of 1958, Bonanza Air Lines is markedly ahead of a like period of 1957. Indications of increased activity in business and vacation travel are beginning to become apparent."

Converse says Bonanza Air Lines' 1958 Enplaned Passengers is up 28.6% over the second quarter of 1957 and the Total Revenue Ton Miles (passenger, mail, and freight) was 1,096,241 or a 34-5% increase.

"Efficiency has not been relaxed," said Converse. "In spite of the increased utilization, miles flown, etc., Bonanza's percent of completion in scheduled service has remained the highest in the country. This completion factor is 99.8%."

Bonanza Air Lines is looking for even greater gains during 1958. Bonanza is now engaged in expanding their present 22-stop system in Arizona, California, Nevada, and Utah to new routes leading from Salt Lake City to Reno and Oakland/San Francisco, and additional non-stop service between Las Vegas and Los Angeles, together with added service Las Vegas - Palm Springs-San Diego, Oakland/San Francisco, Fresno, Las Vegas and Reno-San Diego via valley intermediate cities and Palm Springs, and one-stop Reno-Los Angeles.

Bonanza Air Lines will receive and put a new aircraft into operation early in 1959. Converse explained, "The F-27 'Silver Dart' propjet will be used over the present BAL routes and many of the new routes BAL has applied for, thus giving many cities jet-powered service months and even years before other carriers could offer this new modern propjet aircraft."

Helen Bailey,

BONANZA HOSTESS APPEARS IN LIFE

Helen Bailey, Phoenix based Bonanza stewardess, and stewardesses from the 52 other airlines serving the United States, were featured in a huge color photo in the August 25th issue of Life magazine. Key point of an article on "glamour girls of the air," the two page picture included, in full uniform, girls from domestic and foreign carriers. A full range of attire, from the parkas and mukluks of the Alaskan lines, to the cowboy hat and boots of Trans-Texas, and Japan Air Lines kimono. Eagle Airways, connecting the East Coast with Bermuda, features Bermuda shorts on its young ladies.

EMERGENCY TRAINING

Falling asleep with a lighted cigarette in your chair at home can mean a distressing change in the family routine. At ten thousand feet, in the cabin of an airliner, it can be more than distressing. However, Bonanza hostesses, like their sisters everywhere, can switch in a split second from dewy-eyed charmers to one-girl fire departments. Above, at Bonanza's Las Vegas headquarters, Ernie Winn, chief of ground training is instructing new hostess Nettie Miller in the quick, effective use of the CO_2 fire bottle, while her classmates, Alice Daly, left, and Iris Reynolds, partly obscured, look on, together with an unidentified visitor.

Station Reports

Phoenix CTO

This month our regular PHX CTO reporter is on vacation and will be gone until Sept. 2. Gladys Warfel began her vacation on August 15 and we will get a full report of her trip upon her return. Her vacation plans were to include the Pacific Coast, Minneapolis, and the East.

We just received the good news from one of our former Bonanza girls, Myrtle (Mrs. Fred) Parrott, that there is an addition to their household. The new arrival is an 8 lb. 4 oz. baby girl, and has been named Denise Louise. She arrived on Aug. 23.

Another former Bonanza girl, Pat (Taney) Sachen, left our reservations in July and as a parting gift we received a poem from her.

(Ed. note: unfortunately we were not able to run the poem due to lack of space.)

Salt Lake City

By NEIL SPENDLOVE

Another month gone, and Indian summer is about here in the Wasatch Mountains. It doesn't seem possible that the summer months could have passed so rapidly. But when the time passes fast it is a sign that we are keeping busy. (A little plug for the agents here.) Very soon now the vegetation on the mountains and hills around the Salt Lake Valley will take on many colors, as the leaves on bushes and trees turn many different colors. It is a beautiful sight and one that cannot be forgotten easily.

Donald Eperly has traded cars and claims that the new one will out do anything on four wheels. He claims that one the way to work that he can gain altitude simply by holding his arm out the window.

Mr. Cantrell has just returned from his vacation in Colorado. While there he spent many happy hours working with his mother. He claims that fishing was good however and he caught two, the average length of which was five inches.

Ed Wolfe, our station manager, has been looking for a house. His requirements are that it have apartment enough in same to pay for itself in one month. Any offers will be appreciated. So far his efforts have proven vain.

Jack Kearse is still talking about his visits to the southern Utah town of Cedar City. Keeps talking something about the girls that attend the College of Southern Utah. However his efforts in this line were severly hampered by the marriage of Mr. Don Houser, a close associate, of his in that line.

Not much else to report from this end of the system. Hope to see everyone soon on a visit to Salt Lake City.

Till then

Neil Spendlove.

P.S.: We have been seeing a lot of a new face around the office lately, that of Mr. Leroy Fuson. Leroy transferred to Salt Lake City from Reno where he was a lead agent. Here in SLC he took on the job of sales representative. We hope that he likes the personnel here and the station, and that he has the best of luck in his new job.

Yuma

We are still alive down here, but not much has been happening.

Alan Ladd and Ernest Borgnine were here for a week, making a movie at the Yuma Territorial Prison. Another visitor was Johnny Weismueller, here for about four hours to demonstrate his new line of swimming pools. Our manager was disappointed that he didn't bring Cheeta along. I was disappointed that he didn't bring Jane.

All the new agents are pretty well trained on everything, so our manager has it a little easier. One thing he can thank us new agents for. We didn't make him bald, just grey. Quite becoming.

Reno CTO

There is nothing that your reporter can add to the excellent description of BAL's new ticket office in the Riverside Hotel after last month's "BIG B"!

However, you might hear some personal reports from Mr. and Mrs. Gene Schnuelle (ONT), Ann Hancock—PHX Base Stewardess, Elizabeth Wagner, Yvonne Leung, Sandy Demarto. Again, when you are in RNO—a very cordial invitation to each of you to visit BAL newest office.

Another addition to BAL is raven-tressed Gayle Dover — RNO-CTO RES and a welcome one, too.

Inter-line visitors in July were Bob Potter, SAS Sales Rep; Dan George, VARIG Sales Rep.

There was an airline employee traveling on an NR pass that checked in with a major airline —he asked. "How is an NRSA on flight 666?" The young lady answered—"We don't have anyone by that name on flight 666!"

Phoenix

Seems like someone is always coming or going in PHX. We welcome back to the fold, Jim Jenks, who just served a short hitch in the Air Force, I understand he has only about ten years to serve in the reserve. I have been told, that in a couple of months, Jim will be entering another type of service, where the rules are even more strict, and the C.O. more demanding—marriage. Just kidding, really, congratulations to both Jeanne and Jim.

Back from a short vacation is John Hayes, our manager, dont believe it was much of a vacation, though, as any one who has moved into a new house well knows, there's a nawful lot to do.

Our new arrival from IPL, "Cactus" Jack Smeltzer, just got out of the hospital, and back to work, but his left arm is still in a cast and may be for sometime. Jack's advice, "dont drive when sleepy, it sure don't pay." Jack can vouch for the company insurance, however, in fact he also had complete coverage on the car, so that between the two financially the accident was not expensive. However no insurance pays for the pain, physical or mental, that results. Your best insurance is accident prevention!

A good time was had by all at the residence of Ardean Cottington last Sunday night and we ate up almost all of the twelve big watermelons at his "watermelon bust."

If you're looking for some way to revive your drooping spirits, try a couple of frisky pups such as yours truly just got for his children. They really give you some great entertainment. More from Puddles and friend next month.

'Vas You Dere, Charlie?

Fun was had by all Friday night August 29, 1958, from 8:00 to 10:00 p.m. when a picture party was held in the Conference Room, LASGO.

Nancy Hodges threw a ball showing and narrating a color slide travelogue of her Spring trip to Europe. The transparencies included Ireland, England, France, Switzerland, and Italy.

Cake and coffee was enjoyed by the thirty-one people present. Mrs. Hodges (Nancy's Mother) served the refreshments and Mayo Bradley assisted greatly in the actual showing of the slides.

Highlights of the 300 slide presentation included the Changing of the Guard, views from the top of the Eiffel Tower, the Swiss countryside, the Chateau d' Chillon, the famous clock tower of Zurich, the runis of Rome, St. Peter's, the old Appian Way, and aerial views of many European cities.

The following Bonanza employees and their guests were present: Nancy Hodges, Mrs. Hodges, Mayo Bradley, Sarah Selin, Earl Jochim, Dan Dunlap, Pete, Janalea, Debbie and Dot Hartley, Don, Judy, Kathy, Debbie, and Shirley Donnelson, Gloria and Russ Crews, Leila and Walt Graham, Zella and Jay Smith, Rose and Rita Johnson, Mr. and Mrs. Chuck Driskill, Regina and Sonny Haskins, Louise Wagner, Eugenia Dockins, Dora Roybal, and Eddy Gondulla.

NEW HIRES

ACCOUNTING-Mabel Bruni
HOSTESSES-Linda Sloan, PHX
MAINTENANCE-James English, PHX
PRINTING-Marvena Maxtin
PURCHASING-Sally Selle
STATIONS-Mike Keeping, LAX
Stan Kohnhorst, LAS
Joseph Namhie, LAX

CLASSIFIED ADS

FOR SALE- Remington Mod.760 .30-06 rifle, pump action. Fired less than ten rounds, complete with Weaver K-4 scope, Lee Dot, lens covers, sling with custom swivel, recoil pad, and nylon fleece case..... $179.00
Earl Jochim, Las Vegas

Employees may use this service by submitting their ads to the Editor.

FIVE YEAR PINS

HOSTESSES
Betty Oleson -- Sept. 2

INSPECTION
Joseph Zupko -- Sept. 7

I am an advocate of the home as a work of art. One of the evils of the housing situation is the high cost of ground. You can't live without your elbow in somebody's ribs, or standing on somebody's toes, and if you want a picture window, God help you; it works both ways.

—FRANK LLOYD WRIGHT.

Buzzin' Bees Swarm at LAS

Bonanza's Buzzin' Bees, recently reactivated social group of the airline, staged their first party of the current season at the Aqua Hotel in Las Vegas. Pronounced a large success by organizers Frankie Kelley and Bert Walsh, the party was attended by about 65 Bonanza employees, relatives, friends, and lovers, from all over the system.

ABOVE: Bob Henry seems glum about winning a mere four silver dollars during door prize drawing, despite Bert Walsh's reassurances.

LOWER RIGHT: Head Greeter Frankie Kelley(front) welcomes (l to r) Liz Ellingham, Larry Decker, Mary Ann Porter, Bev Decker, and Tad Porter. Despite apparent mixed emotions, joy prevailed.

75% REDUCTION

for interline staff on KLM's West Indies network

AIRLINE SKETCHES

By Harry R. Burt, Jr.

Note—In recent weeks a request was made to the interline sales managers of other airlines for information on their companies for use in our Big B. The response was great, and the articles will be published in the order received.

National Air Lines

In twenty four years, National Air Lines has grown from a two airplane, two-pilot, one-route air carrier to one of the country's leading airlines. Today National employs more than 4,400 persons and its routes serve 36 United States cities and Havana, Cuba.

Two four-place Ryan monoplanes were used on the original flights between St. Petersburg and Daytona Beach. Today National's fleet consists of four Super "H" Constellations, four DU 7Bs, four DC 7s, eight DC 6Bs, four DC 6s, six Convair 440s and twelve Convair 340s. These planes fly over some 3,400 unduplicated route miles on National's system today.

Jets and prop-jets are also on the way. Beginning in 1959, National will start to receive 6 DC-8 jet airplanes and 23 Lockheed Electra prop jets. The 600 mile per hour DC-8s will cut the flight time between New York and Miami, for example, to approximately two hours.

National was one of the early pioneers in low cost air coach flights and today operates more than half of its long haul flights as economical club coaches.

The famed "Millionaire's Vacation on a Piggy Bank Budget" summer package vacation plan has mushroomed into a big business, supplying thousands of off-season travelers to the Gold Coast of Florida and Havana.

Another "first" for National airlines is the Winter Package Vacation plan to Florida and Cuba, which was originated four years ago and patterned after the Piggy Bank vacation.

The growth of National these past two decades has been tremendous, and with applications pending for additional routes to the West Coast via New Orleans, and Houston, San Antonio, El Paso, Tucson, Phoenix, Las Vegas, San Diego, Los Angeles, Oakland, and San Francisco the continued growth is assured.

Cal Kennard, Western Regional Agency and Interline Manager, National Air Lines.

Bonanza Air Lines, in the Land of Night time fun and day time sun extends its best wishes to National Air Lines for continued success.

Unlikely, But Fun

Uranium, like gold, is where you find it, but maybe wily Smiley, Washburn, well known Las Vegas figure, is going a bit too far afield in trying his Geiger counter on pretty Terry True, also a figure in Las Vegas. Or anywhere. For those wishing to try this interesting work, Geiger counters may be rented. Inquire at your Bonanza ticket counter.

New Offices—How Soon Till the Muzak Starts?

Bonanza's new $150,000 General Offices, a sprawling, air conditioned structure, which will feature such comforts as music by Muzak, is sixty per cent complete, as of the end of August, according to architects Moffitt and Hendricks. Shown here are current photos of the structure.

Information...

AMERICAN AIRLINES has announced the order of 50 more jet transports, including 25 Convair 600, a craft rated at 635 mph.

MOHAWK AIRLINES will replace their male flight attendants with hostesses and will fill vacancies among agents and other jobs with male flight attendants with no loss of pay or seniority. Mohawk originally used girls, replaced them with men, now completes the cycle.

NORTH CENTRAL AIRLINES will purchase five Convair 340s from Continental Air Lines, if CAB approves. Purchase price is listed as $1,625,000 each, plus $700,000 for spares.

TRANS-TEXAS AIRWAYS advises of a drop of one-seventh in the amount of air mail handled in the first two weeks of the new 7c rate, but states it may be only an initial reaction.

—o—

and Impressions

. . . On the night of August 13 I was aboard a United Air Lines flight which made an emergency landing at Tonopah, Nevada. As you realize, the facilities at Tonopah are rather limited, but your agent there and his wife did a wonderful job in accommodating 60 passengers for almost six hours . . . I want to add my personal note of appreciation for the fine job done by members of your organization.

—W. L. Watkinser,
San Francisco, Calif.

. . . I am writing this letter to compliment **Miss Daly,** who was hostess on the flight to Las Vegas.

Miss Daly has a warm, friendly, radiant personality, and a truly beautiful smile that makes one really enjoy the flight.

I have flown to Vegas six times in the past two years, and have found that most of your hostesses to be nice ones, but never like Miss Daly.

In my opinion, **Miss Daly** would be more suited to work in public relations or sales promotion. With her personality and attractiveness she would be quite a producer.

Joe G. Diaz
Phoenix, Arizona.

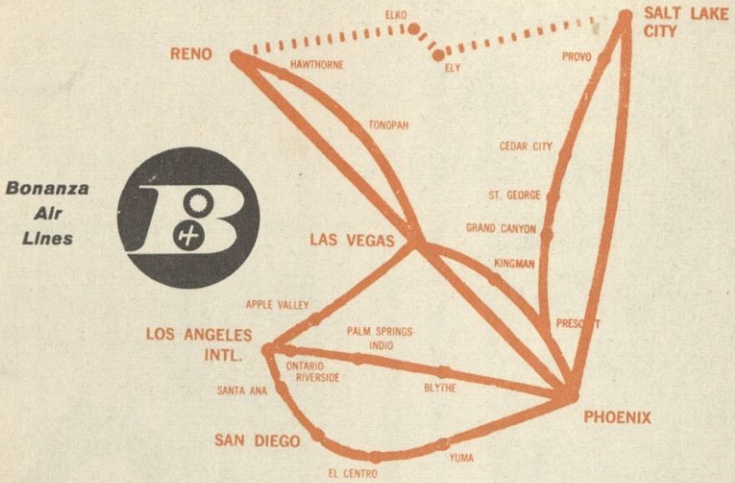
. . . I should especially like to commend you for your selection of a hostess. **Miss Maxine Reynolds** . . . was very courteous and helpful, not only to myself, but to the rest of the passengers.

—V. M. Thompson, Jr.,
Stillwater, Oklahoma

. . . We are passengers on your flight 52 from Los Angeles to Las Vegas. I work for Delta Airlines and would like to compliment you on one of your employees, **Miss Joan Knapp.** She is so pleasant and efficient. Besides being pretty, she is well informed.

—Wendy Copitka,
Delta Airlines,
Dallas, Texas

The above advertising has appeared on a system-wide basis, with local names and phones given in each area.



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